

# J. M. Gidding & Co.

FIFTH AVENUE AT 40th ST. NEW YORK  
1510 H Street N. W. Opposite Shoreham Hotel

Originators Introducers  
Importers  
are now showing  
New Modes  
Just received from Paris

Including Pattern Hats and other Importations which arrived Thursday, on the S. S. Adriatic, from their representatives now in Paris.

**New Millinery**—In a range of styles, varying from the flat *Ton* Tug sailor, with its *inch-and-a-half-crown*, to the tall Colonial style, with its *four-inch-crown*—and from the *brimless Torpedo turban*, to the broad *Claudia Windsor*, with its *six-inch brim*; also including delightful *Picture Hats* for Garden Party wear in the South.

**Tailleur Suits**—In Smart English sports styles, as well as a wide variation of original and adapted French modes, in cloth and silk.

**Trotteur Frocks**—Of serge, faille, gros de Londres, silk-garbarine, silk-serge, cachmere de soie, and printed silks in the new dots and stripes, as well as delightful floral effects; introducing the new silhouettes and fashion-details for the coming season.

**Afternoon and Dancing Frocks**—In the new Wilhemina, Pompadour and Marie Antoinette modes, of plain, Dresden, two-tone, broche and embroidered silks, in styles varying from the form-fitting, V-shaped boned bodice of our great-grandmother's time to the loose Empire styles of Empress Eugenie.

**New Blouses**—Of chin-chin silk, toile rustique, Georgette crepe and handkerchief linen; in white and colored effects—especially featuring the *Belgian Blouse* and smartly tailored styles of tub silk, with the new convertible collar—as well as *Blouses of Chiffon* to match the Spring costume.

Very Sensible Prices Prevail

## A WORD ABOUT THE ONE PRICE SYSTEM

ONE PRICE is predicated on the assumption that the law of reciprocity obtains in one's business—that there must not be any taking of advantage because of superior keenness, but a fixed determination to give one hundred cents of value for every dollar received.

ONE PRICE—based on factory cost plus a fair profit—means elimination of graft and the commission evil. It eliminates fictitious allowances for second-hand articles offered in trade. It means the same price to everybody on the same article.

ONE PRICE—means a square deal for every one.

In Our Business the One Price System is a Fundamental Principle. Every Piano, Player-Piano, Victrola, and every article of musical merchandise is marked with its actual selling price in plain figures.

Price Bickering is an unknown quantity here, as we have values to measure with every purse. We guarantee what we sell to be as represented or money is refunded.

Satisfaction guaranteed every purchaser.

E. F. DROOP & SONS CO.  
1300 G Street  
Established 1857. Steinway Pianos.

SHOREHAM HOTEL  
H NORTHWEST AT FIFTEENTH  
Washington

European Plan. Fireproof.  
WASHINGTON'S BIRTHDAY BALL  
and After-theater Supper  
Monday, February 22, 1915  
Service a la Carte  
Tables may be reserved now  
R. S. DOWNS, Mgr.

Experienced Advertisers Prefer  
The Star

Our New Store Modern in Every Detail

Talks on the Borden Patented Hair Goods.  
Rare originality of design is displayed in our patented hair loop construction, blending softness and charm with easy, instant adjustment.  
Silken-textured hair, soft and natural wavy, they are fashioned in every tone of Gray and White Hair, as well as in all the rare shades of Blond, Tintin and Black.  
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Golden Rod Vacuum Cleaner \$5.95  
Topham Sales Co., 412 Bond Bldg.  
The New Willard  
Tea Music, 5 to 6,  
Daily, Including Sunday.

### Gowns and Their Wearers.

Mrs. McAdoo, wife of the Secretary of the Treasury, is most attractive in a smart suit of black broadcloth, made with a full skirt and a long-waisted coat trimmed about the bottom, which reaches well down on to the skirt, with a broad band of skunk fur.

Her stole and muff are also of skunk, and she wears a broad-brimmed black hat rolling up slightly on one side and trimmed with a flat trimming of ribbon.

Mrs. Charles C. Glover is wearing a becoming suit of brown broadcloth, made with a moderately full skirt, with long, simple lines, devoid of trimming.

The coat is a fitted model, extending almost to the knees, and wide bands of the cloth at the waist line extend upward to a point on the back. The pointed space which is thus formed in the center back is filled in with an unimpediment of embroidered cloth done in black silk. The same embroidery motif is again employed on one side of the front a little below the waist.

Mrs. Glover wears with this a tight-fitting hat with a full crown of brown velvet and a tight-rolling rim faced with black velvet. A wreath of black ostrich feathers encircles the crown and a stand-up of tips on the left side finishes the hat.

Her stole and muff are of Russian sable.

Mrs. McGillicuddy, wife of Representative McGillicuddy of Maine, wore, while assisting at a cabinet at home recently, a handsome gown of coral pink broadcloth chiffon velvet, the body of the material being of chiffon cloth, the broadest flowers of velvet.

It is a draped model, showing a petticoat suggestion at the foot, where the gracefully draped folds part in front, the opening being filled in with a deep fall of lama lace. The sleeves are also of the lama lace, as is the trimming of the V neck. About the waist is a giraffe or belt, formed of passementerie of jet, the pattern is straight on the lower edge and pointed on the upper, the points running up on the bodice and each point capped with gold.

Mrs. Wells, wife of Commander Wells, is wearing a black velvet gown, made with double skirt or long tunic, and a corselet bodice, the upper part being of cream lace insertion about two inches wide and sewed together. Narrow bands of black velvet form straps over the shoulders and extend down each side of the V opening in front. The sleeves, elbow length, are formed of rows of insertion sewed together. A little black velvet hat in worn with this gown, the up-turned brim being caught together in a peak just over the left eye, with a brush of black and white feathers placed just at the right angle. The full crown is of putty-colored cloth.

Mrs. Amariyllis Gillet wore to an afternoon at-home the other day a handsome gown of black satin combined with cream lace.

The skirt is covered with a long tunic of lace, one deep flounce, and there is a bolero of lace also over black, with a wide sash giraffe of satin, tied low in the back. The sleeves are of lace, and Miss Gillet wears with this gown a black velvet hat, rather small and close fitting, and trimmed with ostrich plumes in shades of green and black.

Mrs. Emily Washington, who is spending the winter with Mrs. Moran, wore to a dance last week a charming frock of hand-wrought cream thread lace, each flounce trimmed with a narrow band of green satin on the edge, and all the way up one side each flounce is caught by a dainty nosegay of lace.

The bodice is a long draped model of messaline, the surplus ends crossed in front and brought back and fastened, making a wide giraffe about the hips.

The skirt is caught up in a point on the shoulder and fastened with flowers. Where the surplus folds cross in a V in front is inserted a suggestion of cream lace and tiny buds.

While Mrs. Randall Hagner's trousseau gowns are made on simple lines, as her clothes always are, they may lack in the way of elaborate ornamentation.

This is compensated for by the vivid coloring. This is especially true of three of her evening gowns, a vivid American beauty rose shade, a greenish turquoise blue and a mauve pink in the new silk "chiffon brilliant." The latter is a particularly effective gown, the color being a decidedly new shade of pink, with a mauve cast to it that baffles description.

The bodice is made with kimono shoulders and sleeves of tulle, which form a foundation for a wide flounce of cream lace, which extends from the giraffe upward to the corsage. The opening in front is V shaped, the chiffon turned back to form lapels, which are pointed a little above the giraffe, and the chiffon is edged with a narrow silk cord on the outer edge. The back has the lace extending across from shoulder to shoulder, while crossing one shoulder and extending down one side of the lace back is a wreath of crimson roses, and on the other side two strands of pink stones.

The skirt is a simple, moderately full model, with a side trimming of an old-fashioned ruffle headed with a silk cord, the ruffle extending down the left side and drawing the front of the skirt up in a slight drapery.

Her turquoise blue gown is of tulle over messaline. It has a double tunic, the first reaching to the knees, the second from the floor, and the tunic is edged with a half-inch band of opalescent crystal trimming.

The bodice is made with a sort of sleeveless jumper of tulle, which is edged about the round neck and the large cut-out armholes with the crystal trimming. There are little wing-shaped sleeves.

The American beauty gown is made with a full, long tunic of tulle over a narrower underskirt, and the tunic is banded about the bottom with brown fox. Above the fur is a unique trimming of quillings of the same silk as the foundation. These little quillings, suggestive of organ pipes, are about three inches long and fringed a bit at the ends, each one pointed upward toward the waist. The bodice is a corded-pleated mesh, over silver lace of a wide, open mesh. There is a cluster of tiny red roses on one shoulder and another at one side, tucked in the folds of the giraffe. The sleeves are long and are accented-pleated tulle, fastened in at the wrist by a narrow

### AN ILLINOIS MATRON.



MRS. ROBERT P. HILL,  
Wife of Representative R. P. Hill.

band, with a fall of tulle over the hand.

Mrs. William Barrett Ridgely is wearing a gown of burgundy red velvet and broadcloth.

Another Who Likes Warm Colors. Bulgarian model. The skirt, which is short and full, is trimmed about the bottom with a band of skunk.

The bodice is a perfectly straight model, sleeveless, and with only the slightest curve in the under-arm seam. The round neck is trimmed with a band of cloth braided in a pattern which almost completely covers the cloth, in two kinds of silk braid. At the belt and around the bottom of the basque, which extends to the hips, are similar bands of braiding. It buttons down the back. The sleeves are of pleated chiffon, with a wide band of braided cloth forming deep cuffs. The ruffles, which fall over the hand, are of exquisite old rose point lace, as is the bodice.

The coat is of velvet, as rich in color as a pigeon blood ruby, and made in the short, loose model of the Bulgarian uniform. The bottom in front is cut in points on either side, and the flaring, rather short sleeves are also cut in points at the bottom. Wide bands of braided cloth form the trimming around the bottom down the front, and half-way up the under-arm seams. The hat she wears with this suit is of black velvet, boat-shaped and turned up sharply on one side, where there is a sunburst effect of plucked ostrich feathers. The brim is bound with narrow grosgrain ribbon.

One of the prettiest frocks worn at the Valentine cotillon Thursday night was that of Mrs. J. Hamilton Lewis, which was made in the new full effect, of several shades of violet net embroidered in sequins, which took on the same hue. The effect of the entire costume was exceedingly artistic.

Another charming dancing frock of the newest pattern was that worn by Mrs. James R. Mann at the dinner given by the Chevy Chase Club Wednesday night. The frock is fashioned of soft white satin, and the full circular skirt made to flare at the bottom by three corded tucks right on the edge, the tucks curving in and showing an underskirt of lace.

The bodice, of lace and satin, is folded about the figure in basque effect, and there is a cluster of blue roses tied with blue velvet ribbon, effectively placed on the corsage.

### Dancing Gowns of Illinois Matrons.

Mrs. Lowry Lincoln Morrill will be at home Saturday, February 20, from 3 to 6 o'clock. Circumstances have not permitted Mrs. Morrill to make all of her usual calls this season, but she hopes to see all her friends on that date.

Mrs. Reginald R. Walker of Florence Court will be at home, for the only day this season, Monday, February 15, from 4 to 6.

Mrs. E. Sweeney, wife of the assistant secretary of the interior, will be at home Monday, from 4 to 6, at the Woodward.

Mrs. G. F. C. Smith and Mrs. Oliver E. Pagan, 1561 Biltmore street, will be at home for the last time this season, Friday, February 19.

Mrs. T. W. Stubblediff will be at home informally this season, from 4 to 6:30 for the last time this season.

Mrs. John Hall Stephens will not be at home tomorrow.

The chaplain of the House of Representatives and Mrs. Couden will be at home Tuesdays in February from 3 to 6, when their house guest, Miss Merriam of New York, will be with them.

Mrs. Albert L. Mills will be at home tomorrow afternoon for the last time this season.

Mrs. Philip Taylor Berry and Miss Berry will be at home Tuesday, February 16. They will have with them Mrs. William S. Peirce of Springfield, Mass., with whom Miss Berry has been spending the winter.

Mrs. C. A. Stedman will not receive tomorrow, but will be at home Monday, February 22, for the last time this season.

### Personals.

Mr. Harry R. Sanger of New York is spending several days in this city, the guest of his parents, Mr. and Mrs. Raphael Sanger, who celebrated their golden wedding anniversary Friday at their home, 1720 U street.

Mrs. C. Stiebel of the Louisiana, who has been spending the past few days in Atlantic City, is now in New York for a ten-day stay.

Mr. and Mrs. Phil Friedlander and daughters, Miss Lillian and Helen Friedlander, formerly of New York, arrived here Sunday, and are located at the Dewey Hotel.

Mr. and Mrs. Lee Kerngood are spending the week in Atlantic City.

Miss Bessie Ball, who has been spending the past few weeks as the guest of her sister, Mrs. Sam Greenbaum of 25th street, returned today to her home in Philadelphia.

Mrs. L. Jewel of Baltimore is the guest of her daughter, Mrs. Alvin Rose.

Mrs. and Mrs. Leonard Weil are spending the week in Philadelphia, the guests of Mr. and Mrs. Irving Isaacs. Before returning to their home in this city they will spend several weeks in New York.

Mrs. Joe Sommers has returned after a fortnight's stay at Hilde de Grace, Md., the guest of relatives.

Miss Mildred Lowenberg, who has been spending several weeks as the guest of Miss Irene Einstein of 19th street, will return to Newark, N. J., today.

Mr. and Mrs. James Lansburgh have returned after several weeks' stay in Atlantic City.

Mrs. Samuel Reves, who has been spending the past fortnight as the guest of her parents, Mr. and Mrs. M. Guesdorf of 18th street, returned to her home in Philadelphia Friday.

Mrs. N. Wise, who has been the guest of her parents, Mr. and Mrs. S. Goldsmith of Ontario place, has returned to her home in Harrisonburg, Va.

Mrs. A. Lauman, who has been spending the past ten days as the guest of Mr. and Mrs. Joe Strasburger of the Kenesaw, returned to her home in New York Friday.

Miss Elsie Picard and Miss Ruth Franc are spending the week end in Baltimore, the guests of Miss Miriam Franc.

The Washington Suburban Club has issued invitations to its members and friends, for a dance to be given at the club house, Monday, February 22.

Mrs. Dave Sanger and Mrs. Gus Lewis entertained at a luncheon of ten yesterday at the New Willard Tuesday, in honor of Mrs. A. Lauman of New York.

Miss Berdie Einstein of Baltimore is spending the week as the guest of Mr. and Mrs. Morris Gans, 3711 Jennifer street, Chevy Chase.

Miss Gladys Mayer has returned to her home in the Airy View, after a stay of several weeks in Baltimore.

Mrs. Charles Kaufman of the Gibraltar

left Wednesday to be the guest of her daughter, Mrs. Louis Koenigsberger of New York, for a stay of several weeks.

Miss Rita Schiffman of Harvard street is spending the week end in Baltimore, the guest of her sister, Mrs. Leo Loeb.

Mrs. S. Dresdner has returned to her home in Brooklyn, N. Y., after spending several weeks as the guest of Mr. and Mrs. J. Eisenmann of Kalorama road.

Under the auspices of the Ladies' Auxiliary of the Adas Israel Congregation, the children of the Sunday school will give a Purim entertainment, February 28, at 8 p.m., at the synagogue.

Miss Selma Heyn has returned to her home in Baltimore after a visit in town as the guest of relatives.

Mr. and Mrs. Morris Gans were at home Thursday evening at their new residence, 3711 Jennifer street, Chevy Chase, in honor of their fifteenth wedding anniversary and also as a housewarming. In the dining room, where refreshments were served all evening, the host and hostess were assisted by Miss Berdie Einstein of Baltimore, Mrs. Sol Herzog, Mrs. Samuel Reves of Philadelphia, Mrs. Morris Guesdorf and Miss Hannah Guesdorf. Spring flowers, yellow tulips, narcissus and palms formed the decorations.

Mrs. Nathan Kropmann has returned to her home in Baltimore, after a ten-day stay in this city as the guest of Mrs. A. E. Felsner.

### At Gunston Hall.

Mrs. Beverly Randolph Mason entertained at a large reception yesterday afternoon at Gunston Hall, from 4 to 7, when she was assisted in receiving by her daughters, Mrs. Moffet and the Misses Mason, Mrs. Bentley, Mrs. La Crosse, Miss Pratt, Mrs. Richard S. Worthington, Mrs. E. H. Fuller, Mrs. Le Win, Mrs. Edward C. Pratt, Mrs. Ladd, Mrs. J. R. Clagett, Mrs. Devereux, Mrs. Gatewood, Mrs. E. P. Williams, Mrs. Wilcox, Mrs. Taylor Burke, Mrs. Mary Willis, Mrs. Hunter, Mrs. Miss Cornelia Clagett and Miss Dorothy Taylor.

### Engagements.

Mrs. Conger announces the engagement of her daughter, Harriet Grendle, and Mr. Donald Wheeler Hamilton, U. S. N. The marriage will take place in the fall. Miss Conger is a granddaughter of the late Senator Omar D. Conger of Michigan, and on her mother's side comes from an old residential family of the District.

Mr. and Mrs. George C. Hillary of 2314 P street announce the engagement of their daughter Katharine and Dr. Frederick A. Grenfield of Chicago, Ill., the wedding to take place the early part of June.

### Gone South.

Miss Daisy E. Denit of I street left Tuesday for an extended visit to the south.

### Card Party and Tea.

Mary Washington Chapter, D. A. R., held a card party and tea at the Washington Club Thursday afternoon, which was one of the most pleasant affairs of this chapter's winter calendar and was largely attended.

About thirty members of the chapter took tables and acted as hostesses, including the regent, Miss Rogers, Miss Timlow, Miss Mary Perry Brown, Mrs. N. P. Jeffers, Mrs. Douglas Thompson, Mrs. James C. Courts, Mrs. Frederick Dille, Mrs. Isabel Kendig Walker, Mrs. Franklin Rogers, Mrs. Cornelia Munn, Mrs. L. L. Korn, Mrs. David Graham Adee, Mrs. Walter Howe, Mrs. M. J. W. Fitcher, Mrs. Keys, Mrs. Berryhill, Miss Nash, Miss Mulliken, Mrs. Richard B. Chew, Jr., Mrs. Walter Weaver, Mrs. William Weaver, Mrs. Frederic Johnson, Mrs. Parker, Mrs. Russell Shaver, Miss Solomon, Mrs. Fred Sasser, Mrs. J. B. Collins and Mrs. J. W. Fitcher. Among those playing were Miss Virginia Miller, Mrs. Kate Kearney Henry, Mrs. Kimberley, Mrs. E. H. Briggs, Miss Cora Stover and Mrs. Adams were among those outside the chapter who had tables. A number of members came in to tea at 5 o'clock, bringing friends with them, including Mrs. Lockwood, Mrs. Charles W. Richardson, Mrs. Tullach and Mrs. Sanders Johnston, Mrs. H. H. Schombrage of Colorado sang a group of Norwegian love songs, accompanied by Mrs. Griffith Johnson.

### A Musical Tea.

The Most Pleasant Chapter of the Young Women's Christian Association will give a musical tea at the residence of Mrs. J. O. Akers, 1445 Fairmont street northwest, Tuesday, February 16, from 3 to 6 o'clock.

### HERE ARE TWO

**Nemo**  
Self-Reducing Models  
that give you the new  
"Military" Shape  
—and have no \$3.00 equal, for full figures, at the price..



DEAR MADAM:  
Maybe you don't like ordinary (outside) Self-Reducing Straps, yet need the support they give; or prefer a corset not quite so heavy. Then wear the new Nemo with "Invisible" straps—concealed by the corset-skirt. Two models—

Model No. 341  
For Short Full Figures  
Model No. 342  
For Taller Full Figures  
White Corset. Sizes 22 to 36

The deep bust-gores and improved "visible" bridge insure free breathing space and no over-pressure. Firm abdominal support and reduction. Best corset ever made for some types of the full figure.

NOTE: These corsets must be pulled down so that ends of curved front straps reach lowest point of abdomen. They are designed for well-developed busts for over-stout figures.

For the stout woman who likes a firm, well-boned corset that will give positive yet comfortable abdominal support and reduction, no corsets are better than—

Model No. 322  
Medium bust, medium skirt  
Model No. 326  
Medium bust, longer skirt

Both have Nemo Lasticure-Back, giving freedom of motion, and ease in any position.

These two models are giving perfect corset-satisfaction to at least a million women.

Be a Wise Woman!  
Take time to be properly fitted in the Nemo that best suits your figure. Then you'll always have the Nemo habit.

A Nemo for Every Figure  
\$3.00, \$3.50, \$4 and \$5  
SOLD EVERYWHERE  
The Nemo Hygienic-Fashion Institute, N. Y.

IMPERIAL HAIR REGENERATOR  
Acknowledged to be  
The Standard Hair Coloring  
for GRAY or BLEACHED HAIR here and in Europe. It is durable and natural, absolutely harmless, and produces any shade from Black to the lightest Ash. It does not affect it; permits curling, shampooing, dyeing and any desired correspondence.  
Sole manufacturers and patentees.  
IMPERIAL CHEMICAL CO., 133 W. 23d St., New York  
Sold and Applied by M. C. Whelan.

## The Store That Sells Dress Forms for Every Woman

"Our Form"

A form to your exact measurements.

"Pnew Form"

The wonderful pneumatic dress form.

"Hall Borchert"

Adjustable dress form.

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Adjustable collapsible form.

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A non-adjustable form—tilts for posture.

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A non-adjustable form.

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A non-adjustable form.

From the above selection you are sure to get a dress form that will give you all the convenience and economy that a dress form should.

Prices, \$1 to \$20

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The Women's Store

1109 G Street

## The Women's Store in Spring Attire

Select your spring apparel from this handsome stock and profit by the special prices. The first spring models are exclusive in style and will not be duplicated.

## Our Famous Suits at \$25

Each season we give you the best suits for \$25 that can be purchased in the city. In fact, they compare in every respect with those at \$35 sold elsewhere. They are in the smartest models and in the choicest fabrics.

## Suits at \$35

The last word in style, quality and value. In stylish checks, serges, gabardines, English tweeds and many stunning silk models.

## Early Spring Models in Dresses

The fashion makers have excelled all former efforts in this spring's creations. See our displays

At \$10.95 and \$15

## White Chinchilla Coats

Are much favored for spring wear. We are showing the cleverest creations at

\$16.95 and \$19.50

## Our Popular Waist Department

Thousands of dainty new waists. Styles that are exclusive and strikingly beautiful.

\$2.98, \$5.00 and \$7.50

